



NJ Comprehensive Cancer Control IMPACT

Statewide Implementation Activities

Volume 6, Issue 2, Spring 2010

April Designated as Oral Cancer Awareness Month

In January 2010, a joint resolution was passed by the Senate and Assembly designating April 2010 as "Oral and Oropharyngeal Cancer Awareness Month" in the State of New Jersey. The purpose of this resolution is to raise public awareness about the risk factors associated with oral and oropharyngeal cancer, the importance of early detection and

treatment, and to help reduce the number of people battling this type of cancer both in New Jersey and throughout the United States. The Oral Cancer Workgroup, in partnership with the New Jersey Dental Association, advocated on behalf of the legislation. Congratulations on all your hard work!



Signs and Symptoms...

Risk Factors...Prevention & Early Detection

Symptoms of oral and oropharyngeal cancer may include a sore in the throat or mouth that bleeds easily and does not heal, a lump or mass that can be felt inside the mouth or neck, ear pain, coughing up blood, and / or a red or white patch in the mouth that does not go away within a couple of weeks. Difficulties in chewing, swallowing, or moving the tongue or jaws are often late symptoms.

Known risk factors include all forms of smoked and smokeless tobacco products and heavy alcohol consumption. According to many studies, those who both smoke and drink heavily may increase their risk of oral cancer 30 times higher than the general population. Being infected with the human papilloma virus (HPV) is also a risk factor for certain types of oral and oropharyngeal

cancer. However, approximately 25% of oral and oropharyngeal cancer patients have no known risk factors.

The best way to prevent oral cancer is to avoid tobacco and alcohol use. Many pre-cancers and cancers of the oral cavity can be found early (when they are most curable) during routine screening exams by a dentist, dental hygienist or primary care physician, or by self-exam. During an oral cancer screening, the healthcare provider pulls on your tongue, sometimes with gauze wrapped around it, and feels under the tongue and inside the cheeks or feels the neck. Regular dental checkups that include an exam of the entire mouth are essential to early detection. Speak to your healthcare provider to discuss your risks.

Free Oral Cancer Screenings

The Oral Cancer Workgroup and several County Cancer Coalitions have been busy providing free oral cancer screenings and education this spring. The free screenings are taking place at multiple locations throughout New Jersey from March through June.

The Oral Cancer Prevention Project, a collaboration of eight County Cancer Coalitions (Bergen, Hudson, Middlesex, Monmouth, Morris,



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Working Together to Reduce the Burden of Cancer in New Jersey

MESSAGE FROM THE CHAIR

As the summer approaches, and the storm clouds retract, the bloom and promise of spring cannot come too soon. Despite a record breaking snowy winter, cancer control efforts forged ahead, unabated by the inclement weather. To all of you who persevered with your programming and meetings, you are to be congratulated. Your dedication to cancer control in New Jersey is exemplary and a role model for all of the other states.

As you probably already know, because of the budgetary concerns this year, and despite the fact that we have secured federal monies to hold our summit this spring, the state treasury has placed a freeze on all spending and the summit is postponed with a date to be decided later. We are only postponing the summit, not cancelling it. The CDC considers the summit to be the best communication method and a yardstick for accomplishment and we feel strongly that it is an essential part of our mission to proceed with the meeting. The Department of Health and Senior Services has assured us that they are very impressed with your work product and support the concept of the summit. Therefore, as soon as the freeze is lifted, we plan to move ahead with summit preparation.

The OCCP and the Governor's Task Force are ever so appreciative of your efforts to alleviate the burden of cancer on the patients and their families, and your ingenuity and passion for our mission is an inspiration to all of us. One in every two men and one of every three women will develop a malignancy in their lifetime; hopefully, we will move from strength to strength as we search for a path to continued success to help our fellow New Jerseyans.

Arnold M. Baskies, MD, FACS
Chair of the Governor's Task Force on Cancer Prevention

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Tell Us How We're Doing!

The Office of Cancer Control and Prevention will be conducting its biennial stakeholder assessment this spring. The stakeholder assessment is an

online survey which helps to identify strengths as well as areas for improvement in the implementation of the New Jersey Comprehensive Cancer Control Plan. The survey takes about 10 minutes to complete and will be e-mailed to all Task Force, Workgroup, Standing Committee and County Cancer Coalition members. Please take a few minutes to complete the survey and let us know how you think comprehensive cancer control is working in New Jersey.

Passaic, Sussex and Union) and the Oral Cancer Workgroup, will be holding free oral cancer screenings and education at several NJ locations from March through late June.

This year a new educational DVD developed in conjunction with the Oral Cancer Workgroup and the Evaluation Training Subcommittee, will be used as the educational component for the screenings.

Free medical treatment is provided for uninsured and underinsured patients who are screened in participating counties and found to have a suspicious condition. Free treatment services are generously provided by Workgroup member, Hillel Ephros, DMD, MD, St. Joseph's Regional Medical Center, Paterson, NJ.

In 2009, with the help of a team of volunteer dentists, 956 people received free screenings throughout the state. Of those, 47 were found to have suspicious conditions and were referred for further treatment. Two of these patients, both of whom lacked medical insurance, were referred to St. Joseph's Regional Medical Center in Paterson, where they were accepted for free services. The Oral Cancer Prevention Project coordinates its activities with those of the multi-state Oral Cancer Consortium, whose member organizations provide free oral cancer screenings during the month of April. For information on Oral Cancer Consortium screening locations, go to: www.oral-cancer.org.

The 2nd Annual Oral Cancer Walk-A-Thon, a fundraiser for the Oral Cancer Prevention Project, will be held on Sunday, May 16 at Rahway River Park, Saint George Avenue, Rahway, from 10AM to 4PM. The three-mile walk is sponsored by Robert Wood Johnson Hospital at Rahway. For more information on the Walk or the Oral Cancer Prevention Project, contact: Bob Schermer at: robert.schermer@verizon.net.

The Monmouth County Cancer Coalition will be conducting its Third Annual Oral Cancer Screening Drive from April 15th to the 21st. Free oral cancer screenings and public education will be

offered at over 40 locations throughout the county. The goal of the event is to raise awareness about the risks of oral cancer and reduce mortality from the disease.

The screening event is being organized by Michael Meddis, MPH, Chair of the Oral Cancer Workgroup's Screening Committee, Public Health Coordinator, Monmouth County Health Department, and member of the Monmouth County Cancer Coalition and Dr. Kayvon Haghighi, an oral surgeon and member of the Oral Cancer Workgroup. Dr. David Lederman, Chair of the Oral Cancer Workgroup and Task Force Member, is also actively involved.



Students from REBEL (Reaching Everyone By Exposing Lies) take part in last year's Oral Cancer Walk-A-Thon

Last year's event included numerous screening sites such as family health centers, private dental practices, senior centers and a drug addiction center; 189 people were screened and 40 referrals for follow-up were made. Individuals who are uninsured, screened through the program, and found to have a suspicious lesion are referred to a list of oral surgeons who have agreed to see uninsured patients.

Free or discounted biopsy services are offered through Plus Diagnostics. Sites for this year's screening can be found on the Monmouth Cancer Coalition website: www.monmouthcancercoalition.org. For more information, contact Michael Meddis at: mmeddis@co.monmouth.nj.us or Pat Virga, Monmouth Cancer Coalition at: pvirga@newsolutionsinc.com.

Additional oral cancer screening events are being held at:

- Middlesex County College, Dental Hygiene Clinic, April 20, 9AM to Noon. Contact: Lynn Tobin, RDH, MA - jaltobin@comcast.net.
- Essex County Cancer Health Fair - UMDNJ, New Jersey Dental School, Newark, April 22. Contact: 973-972-4635 or visit: www.oral-cancer.org.
- University Medical Center at Princeton, May 6. Contact: Sheryl Smolensky, RN - ssmolensky@princetonhcs.org.

OCCP Representatives to Share Best Practices at National Conference

Representatives from New Jersey's Comprehensive Cancer Control Program will be attending the fourth Comprehensive Cancer Control Leadership Institute (CCCLI) hosted by the Comprehensive Cancer Control National Partnership on June 8-10, 2010 in Los Angeles, California. For the first time, all state, tribe, territory and Pacific Island Jurisdiction CCC coalitions will attend the CCCLI at the same time. It will be an excellent opportunity to learn and share knowledge and experiences with colleagues across the nation.

The focus of the 2010 CCCLI will be on identifying and sharing best practices. National partner organizations will be providing workshops on tools and resources that have been developed for CCC coalitions. In addition, CCC coalitions will present on their own successful plan implementation efforts. Deb Levinson, Ocean County Cancer Coalition Coordinator, has been selected to present on Choose Your Cover, New Jersey's skin cancer screening initiative.

Members of New Jersey's CCCLI team are: Arnold Baskies, MD, Chair of the Governor's Task Force; Peg Knight, RN, MEd, Executive Director, Office of Cancer Control and Prevention; David Lederman, DMD, Task Force member and Chair of the Oral / Oropharyngeal Workgroup; Deb Levinson, Ocean County Cancer Coalition Coordinator; and Marian Morrison, Chair of the Advocacy Ad Hoc Committee.

Upon return, representatives will share the most current resources, relevant tools and best practices with state-level workgroups and county coalitions.

SAVE THE DATE:

Saturday, July 17, 2010

10 AM – 2 PM

Rain Date: Sunday, July 18, 2010



Free skin cancer screenings statewide!

**For more information, contact
Debra Levinson at:
dlevinson@newsolutionsinc.com**

Ovarian Cancer Advocates to Gather June 12, Princeton

Sponsored by the Ovarian Cancer Workgroup

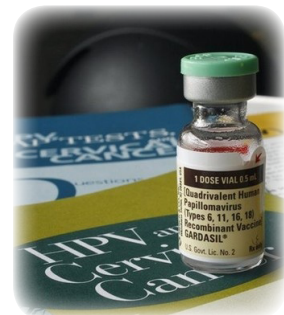
The Ovarian Cancer Subcommittee of the Gynecologic Cancer Workgroup is holding its inaugural event on Saturday June 12 in Princeton, "One Force to Make a Difference." Ovarian cancer advocates from around the state will meet for the first time to become familiar with each other's missions, share ideas, and coordinate efforts to raise awareness of this deadly disease. A panel of physicians will discuss medical issues related to ovarian cancer, and a state wide calendar of ovarian cancer events will be created that day and will be available to the general public on the OCCP website.

This event is open to all ovarian cancer advocates and survivors who wish to make a difference, as well as members of the medical community who would like to learn more about the many ovarian organizations in New Jersey. Please contact Event Chair Jean Shipos for information, at jshipos@ETS.org.

Atlantic County Educates All Ages in Cancer Prevention

Spring is here and the Atlantic County Healthy Living Coalition (ACHLC) has been very busy planning for spring and early summer activities. Coalition members are excited about the many upcoming initiatives. Here are a few examples of what's happening this spring and further in 2010 from the Atlantic County Healthy Living Coalition:

- **Think You Know About Sexually Transmitted Cancers? N♀t S♂ Much** will be held on April 14th at 6:00PM at Gilda's Club in Linwood, NJ. Darleen Gibbon, MD from The Cancer Institute of New Jersey will speak to professionals about HPV, the link to cancer and HPV vaccinations. Continuing education credits (CEs) will be available for nurses and social workers.
- **Tobacco Dependence: Prevention and Treatment** will be held on April 19th at 11:30AM at the Atlantic County Division of Public Health, the Bridge. This event is specifically for county employees to learn about the QuitCenter, how to refer patients and how to talk to patients about smoking cessation. A variety of speakers will present and CE's will be available for nurses.
- **Aging with Dignity Workshops** will be held at various locations in the county. The Palliative Care Committee has revamped the presentation and is taking it to senior centers and 55+ locations. They are also in the process of developing a Complementary & Alternative Medicine workshop in relationship to the New Jersey Comprehensive Cancer Control Plan, Palliation Chapter and have their first presentation scheduled in May.
- **A Road to Good Health – Healthy Teen Expo** is going strong with several schools signed up this spring to have ACHLC members visit local schools to teach about nutrition, exercise, cancer prevention, heart disease and diabetes prevention and mental health. This is a fun activity focused on healthy lifestyles.
- **Celebrating Women's Femininity: a Breast Cancer Survivors' Fashion Show** is an annual event focused on African American women. The 4th annual show will be on May 15th and will focus on the importance of mammograms and breast cancer family history. This year, attendees will also learn about the importance of colorectal screening and colorectal cancer family history. While the topics are serious, there is always plenty of fun to be had at this event! Models will be cancer survivors, who always receive lots of cheering from a crowd of 350 women!



And that is only this spring! Planned summer activities include participation in Choose Your Cover, the free skin cancer screening effort happening throughout New Jersey in July, and ACHLC's 3rd annual family-focused healthy lifestyle event, in August 2010. Watch for more details on the exciting events! For more information, please contact Angela Bailey at abailey@shorememorial.org or 609-653-3923. Visit www.achlc.com.



Bergen County Office of Environmental Protection staff, Kelly Diana, hands a Bergen County homeowner a free radon testing kit

A Busy Winter for the Bergen Coalition

The Bergen County Department of Health Services Environmental Division, in conjunction with the Bergen County Cancer Coalition, held its 3rd annual Radon Action Month Campaign. A kickoff event was held on January 11th at the Sanzari Medical Arts Building in Hackensack. Flyers providing information about radon and its link to lung cancer as well as 40 radon kits were distributed on site. A second event was held on February 3, 2010 at the County Administration Building in Hackensack where NY1 News

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did a taping about the campaign. Approximately 75 kits were distributed at that event. To date, over 160 kits have been distributed to Bergen County homeowners free of cost.

On Saturday, February 13th, the Bergen County Cancer Coalition (BCCC) held its third annual Men's Health Awareness day with the help of The Prostate Net and in conjunction with Bergen County Harley-Davidson. Flyers and postcards were distributed via e-mail blasts utilizing the shared databases of The Prostate Net, Harley-Davidson and the County LINCS systems. Approximately 100 people took part in the event, with 70 people utilizing the North Hudson Community Action Corporation's (the local Federally Qualified Health Center) cholesterol, blood pressure, blood sugar and oral cancer screenings. Several health stations on prostate cancer, colorectal cancer and tobacco were staffed by local hospitals and county programs.



Health fair attendees participate in screenings provided by the North Hudson Community Action Corporation

Lastly, in conjunction with Men Against Breast Cancer, the BCCC hosted the "Partners in Survival" workshop on March 10th. Partners in Survival™ helps couples navigate the challenge of a breast cancer



Three "partners" at the closing ceremony of the workshop

diagnosis by teaching men proven problem-solving techniques that focus on the needs of the breast cancer patient and family. The workshop provided tips to help manage challenges including doctor's visits, household responsibilities, children, communications and more. Additionally, men had the opportunity to talk about the challenge of supporting a loved one through breast cancer. Approximately 6 couples participated in the workshop. At the closing of the workshop, the men

presented the women with flowers and the women presented the men with Men Against Breast Cancer lapel pins.

For more information about Bergen County Cancer Coalition activities, please contact Kenese Robinson at krobinson@co.bergen.nj.us or 201-634-2699. Visit www.bergenhealth.org.

As a result of what was learned in the workshop, participants note: "I will be more attentive and a better listener to my wife" and "I have a better understanding of how I can help."

Clinical Trials a Focus for Essex Coalition

Nearly 30 people attended the Essex County Cancer Coalition's quarterly meeting, held in December 2009. The primary focus of the meeting was cancer clinical trials, and topics ranged from general information about how clinical trials are implemented and operate, and fostering participation, to sharing

details about trials now being offered through local institutions. In addition, resources from the statewide Cancer Institute of New Jersey (CINJ) were shared, as was the recently funded program to encourage minorities to participate in clinical trials on the Newark campus of UMDNJ.

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Barbara Gladson, PhD (Director of MS in Clinical Trial Sciences, UMDNJ – School of Health Related Professions) provided the main presentation, “Reducing Disparities in Clinical Trials.” Representatives from CINJ and Essex County hospitals and cancer programs elaborated on their institutions’ participation in cancer clinical trials: Amanda Medina, MPH (CINJ Office of Community Outreach) on CINJ-led statewide initiatives; Maritza Quiñones (Registry Coordinator, Saint Barnabas Healthcare System Cancer Center); Lois Greene, RNC, MBA (Assistant VP, Hematology/Oncology, St. Michael’s Medical Center) on St. Michael’s designation as a Cancer Trials Support Unit Independent Clinical Research Site; and Tracie Saunders, MS, RN (Director, UMDNJ – NJMS/UH Cancer Center Clinical Research Office) on UMDNJ/University Hospital’s designation as a Minority-Based Community Clinical Oncology Program. The Power Point presentations used to accompany the talks are posted on the ECCC web site at <http://www.umdj.edu/esscaweb/presentations.shtml>. The presentations were followed by a lively question and answer session, and the evaluation forms submitted noted that the session was outstanding.

As one of the missions of the ECCC is to foster and promote cancer clinical trials, this quarterly meeting, and the new and continuing initiatives that were reported, represent an important

milestone and advancement in this important area.

The ECCC also participated in several health fairs and educational events. The ECCC director, co-coordinators and Northern NJ Prostate Cancer Initiative outreach worker attended “The Prostate Net’s



Prostate Cancer Symposium – An Educational Initiative for Patients/ Spouses and Advocates,” in October 2009 - at New York University Kimmel Center for University Life in New York City. This educational symposium targeted patients, caregivers and medical professionals, and delivered emerging information on the care and treatment of patients with prostate cancer.

Also in October, the ECCC participated in a health fair hosted by Project Live, Inc. Health & Wellness Enterprise. The event was primarily for Essex County individuals with a history of mental health issues. The ECCC was given a table and provided cancer-related materials to approximately 30 participants.

The Satori Athletic Organization (SAO) teaches families and college-bound athletic students about NCAA

rules, and in 2008 added the dissemination of health information to its program. In 2009, SAO included health workshops, and invited the ECCC to propose cancer-related programming. The ECCC identified three workshops of particular concern to young people and their parents — smoking and lung cancer, sexually transmitted infections and cervical cancer, and hepatitis B and liver cancer — and arranged for an expert in each field to present at each workshop. About 50 students with their parents attended. The ECCC also distributed cancer-related materials as well as information about radon and radon kits, made available through the NJ Department of Environmental Protection’s Radon Awareness Program.

For more information on ECCC activities, please contact Christopher Tuohy at tuohycp@umdj.edu or 973-972-4623. Visit <http://www.umdj.edu/esscaweb>.

Photo above, pictured from left to right: Christopher P. Tuohy (ECCC coordinator), Maritza Quiñones (speaker), Aretha Hill-Forte (St. Michael’s Medical Center “In the Pink” CEED program coordinator), Amanda Medina (speaker), Dr. Barbara Gladson (speaker), Dr. Stanley H. Weiss (director of the ECCC, and the Cancer Liaison Physician for UMDNJ-University Hospital Oncology Program), Tracie Saunders (speaker).

Gloucester Educates....And Appreciates

In recognition of Heart Month this past February, the Gloucester County Cancer Coalition and Services to Overcome Drug Abuse Among Teenagers in New Jersey (SODAT) partnered with the Department of Health (DOH) for its health-screening table at the Deptford Mall. The DOH provided free health screenings such as blood pressure, glucose, cholesterol and body mass index (BMI), while SODAT provided literature on risks associated with tobacco. The Cancer Coalition's table provided information on healthy eating, healthy recipes and information on cancer screenings. Most of the participants were part of the 'mall walkers,' who are allowed into the mall for exercise before the stores open.

An educational presentation was provided to a group of 27 health students at Gloucester County Community College on January 13th. The topic was 'Cancer Prevention as it Relates to Lifestyle and Environment,' and the presentation focused on prevention of the following cancers: breast, cervical, melanoma and lung. The anti-tobacco representative from SODAT presented the carcinogens contained in cigarettes and other forms of tobacco, and their effects. Cancer Coalition packets with information on NJCEED cancer screenings, cancer prevention guidelines, healthy eating and smoking cessation were given out to the class.



The Gloucester County Cancer Coalition collaborated with NJCEED's statewide provider appreciation initiative. The providers who administer screenings to the CEED clients were given certificates and large bottles of unscented hand lotions with the slogan keyed by Cheryl Karwoski, CEED Grant Coordinator, "Thank-you for helping CEED to run...smoothly!" Pictured left are Coalition partners from the Underwood Radiology Department, who help the Coalition spread the importance of early cancer detection and screening.

For more information about Gloucester County activities, please contact Lisa Little at Little21999@yahoo.com or 856-217-0250.



Eric Fisher from the DOH and Coalition Coordinator Lisa Little at the information table.

Disparities in Cancer Care Addressed In Hudson County

Dr. Ana Natale-Pereira, MD, MPH, Associate Professor of Medicine, UMDNJ- New Jersey Medical School, was the guest speaker at the HCCC Quarterly meeting held on January 20th. Dr. Natale-Pereira gave an excellent presentation in which she described a Centers for Medicare and Medicaid Services (CMS)-

Study shows that *Patient Navigation* can successfully assist Medicare-eligible Latinos overcome barriers to cancer screenings.

funded study titled "Addressing Disparities in Cancer Care for Latino Medicare Beneficiaries." Dr. Natale-Pereira is the Principal Investigator of this study. She noted that *cancer is the second leading cause of death in Latinos, and CMS sponsored this project to try and help Medicare-eligible Latinos lower their risk of cancer.*

To address this issue, CMS had to explore the challenges faced by Latinos in securing preventive cancer

screenings. Research in this area has shown that Latinos face cancer screening barriers, including fear of knowing the results, lack of knowledge, inability to pay, shame, language and transportation. Dr. Natale-Pereira's study has shown that **Patient Navigation** can successfully assist Medicare-eligible Latinos to overcome these barriers and complete their recommended screenings.

For instance, Dr. Natale-Pereira reported that she and her UMDNJ colleagues have

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recruited 959 participants for the study since the inception of the project in 2006, and among this group, 289 mammograms; 136 Pap smears; 139 PSA tests; and 128 colonoscopies have been performed. These excellent screening results are of considerable interest in Hudson County because the population is 40% Hispanic. Dr. Natale- Pereira and her colleagues work with eight adult daycare centers in four counties, including Hudson, to recruit Medicare eligible Latinos for the study, and they are currently trying to enroll more.

Large Decrease in Hudson County Cancer Rates

According to the American Cancer Society's (ACS) "Hudson County, New Jersey, Cancer Burden Profile, 2009":

- **The annual incidence rate of cancer in Hudson County has decreased 10%**, from 492.0 per 100,000 (1992 to 1996) to 442.9 per 100,000 (2002 to 2006); and
- **The annual mortality rate of cancer in Hudson County has decreased 23.5%**, from 230.0 per 100,000 (1992 to 1996) 175.9 per 100,000 (2002 to 2006)

While these double-digit percentage decreases are very encouraging, research has shown these rate reductions do not extend to the uninsured population, and a large percentage of the Hudson County population (25%) lacks health insurance. Moreover, the ACS's Hudson County 2009 Profile also contains two alarming findings. It notes that on average:

- 48 Hudson County residents are diagnosed with cancer each week and
- 19 people from the county die from cancer each week.

These numbers are much too high. According to published reports, the death rate from cancer can be cut in half through smoking cessation, adopting healthier life styles, early detection and prompt treatment, which means the HCCC still has a lot of work ahead.

For more information on Hudson County activities, please contact Bill Bullock at Bbullock20@aol.com or 201-774-5701. Visit www.hudsoncountycancercoalition.org.

Cancer Coalition brings the 'Barber Shop Initiative' to Monmouth County

On January 30th, the 'Barber Shop Initiative' came to Monmouth County. The cold, dreary Saturday morning promised little for this innovative program that provides free prostate screening for low-income men of color. Yet, twelve men from Asbury Park came to the Community Health Center at Asbury Park for a free prostate-specific antigen (PSA) test and a chance to obtain much needed care.

Anita Linton, the Southern New Jersey Barber Shop Coordinator, and the Visiting Nurse Association of Central Jersey as grant recipient of the NJCEED Program, teamed up for this first-ever Barber Shop in Monmouth County. Jean's World of Beauty, just

two blocks from the Community Health Center, provided the venue where low-income men of color were recruited. Other local barbers, NJCEED outreach workers and Interfaith Neighbors of Asbury Park also helped to publicize the program.

The morning not only included a free prostate screening, but many other benefits as well. Men were provided with healthy snacks, gifts and a free haircut. While at the Barber Shop or waiting for a test, Anita Linton educated each recipient about prostate health and

the importance of regular screening for prostate cancer.

Twelve men received free PSA tests and physicals. Two with elevated PSA levels were



Pictured above from the left: Jean Brutus, proprietor of Jean's World of Beauty; Barber Shop recipient (anonymous); Anita Linton, Barber Shop Coordinator and Educator.

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referred to the urology clinic at Jersey Shore University Medical Center. One patient, age 78, who was asymptomatic, had a normal screening more than 2 years ago. He has returned to the Community Health Center at Asbury Park for a follow-up physical and hypertension management. The second patient, age 52, had never been screened, and yet, reported symptoms for a year. He was also encouraged to return to the clinic for a complete physical. Plans are underway to continue the Barber Shop Initiative in other low-income neighborhoods within Monmouth County.

For more information, please contact Pat Virga at pvirga@newsolutionsinc.com or 732-418-3219. Visit www.monmouthcancercoalition.org.

Ocean Coalition Honors Colleagues and Partners

The Ocean County Cancer Coalition (OCCC) and the Ocean County NJCEED program held a special reception on February 1st, honoring the many colleagues and partners who collaboratively implement the NJ Comprehensive Cancer Control Plan in Ocean County. The work of these individuals and organizations is greatly appreciated, and their commitment to the residents of Ocean County, the NJCEED program and the Ocean County Cancer Coalition is highly commendable!

Renee Georges MD, Paul DeMartino, MD, Sarah Easaw, MD, Eric Eschinger, MD, Charles Tomesczewski, MD, The Family Planning Center of Ocean County, Island Medical Associates, CMC Radiology, SOCH Radiology, Medical Radiology Group, CMC Pathology, Toms River Anesthesia, the Ocean County Health Department and the Long Beach Island Health Department were all recognized for their support of the Ocean County NJCEED program.

Shawn Michaels and Sue Moll from 92.7 WOBN FM's Ocean County Breakfast Show, Pilates by the Bay and Soroptimist International of Toms River were honored for their generosity and

support in the fight against breast cancer by the Ocean County Cancer Coalition. The Coalition also honored the Mike Geltrude Foundation for its on-going support of Choose Your Cover, skin cancer education and screening at three county beaches.

Choose Your Cover volunteers who provided free skin



cancer education and screenings at three Ocean beaches last summer were also recognized by the Coalition. Maria Ann Kolarsick, ARNP, FNP-C, Jarrod Kaufman, MD, FACS, The Oncology Nurses of Central NJ and Ocean Medical Center volunteered at Brick Beach 3 in Brick Township. Ortleigh Beach was coordinated by Karen Andreosky and Jeanne Mazza from Community Medical Center, staffed by Manhong Ma, MD and Stephen Kupferberg, MD. Dana O'Connor, RN from Long Beach Island Health Department and Carol Schoenberger, RN from SOCH

served as the site coordinators in Ship Bottom where Paul Chung, MD and Arnold Baskies, MD, FACS screened many beachgoers.

2010's Choose Your Cover plans are underway and will once again be held in Brick, Ortleigh and Ship Bottom on July 17, from 10AM to 2PM. The raindate is July 18.

This year colleagues statewide will also participate in the effort, providing screenings and education in local venues. Watch for more details when NJ goes outdoors to fight melanoma/skin cancer and implement this CDC success story that is modeled after Ocean County's free skin cancer screenings and education at the beach.

The Mike Geltrude Foundation will continue to support efforts here in Ocean County as well as sites throughout the state. The goal for this year's statewide initiative is to promote risk education and early detection and to screen 2,660 people for skin cancer throughout NJ. To learn more, please contact Deb Levinson dlevinson@newsolutionsinc.com or 732-286-3693. Visit www.oceancountycancercoalition.njcoalitions.org.

Passaic Coalition Provides Bi-Lingual Colorectal Cancer Information

For the month of March, the Passaic County Cancer Coalition (PCCC), representatives from Rainbows of Hope (Passaic County NJCEED), and The Cancer Institute of New Jersey have partnered to create a colorectal cancer educational program for Passaic County residents. The program was provided, in both English and Spanish, on March 4th at City of Passaic Health Division Clinic and on March 25th at Paterson's St. Joseph Regional Medical Center, serving 22 individuals.

The program emphasized ways to prevent colorectal cancer, highlighting nutrition and exercise, as well as the latest screening guidelines. In addition, free fecal occult blood test (FOBT) kits were provided to those residents who have no insurance, along with the assurance of access to after care if needed.



Upcoming Events

For the month of May, the Coalition and its partners are organizing a *No Tobacco Day Walkathon*, where participants and spectators will learn about the risks associated with smoking. Health screenings will also be available during the event, as well as resources to help encourage current smokers to quit. Also in May, will be a special event in honor of Mother's Day, followed by another in June for Fathers Day. Details to come!



The Coalition participated in a healthfair at Willowbrook Mall in Wayne, promoting healthy nutrition to reduce the risks of cancers.

In July, as part of the statewide 'Choose Your Cover' campaign to raise awareness about skin cancer prevention, the PCCC, together with the Wayne Health Department, will provide skin cancer screenings and educational materials to visitors of the Wayne Township Pool. Watch for details in the June newsletter!

To learn more, please contact Araceli Lopez-Pintle at AraceliLopezBS@gmail.com, or call (973)-365-5607. Visit www.cityofpassaic.com/cancer.

Somerset County Highlights Colorectal Cancer This Spring

In recognition of January as Cervical Health Awareness Month, the Somerset County Cancer Coalition submitted an educational article and press release on the importance of early detection, cervical health and local resources in Somerset County for access to care especially for the underinsured. This resulted in several referrals to health care providers in Somerset County.

March is colorectal cancer awareness month and several coalition members are participating in events and distributing literature along with the Coalition's re-usable grocery bags and veggie clips, as a



reminder to eat more fruits and vegetables and to get screened for colorectal cancer.

The Women's Health and Counseling Center (WHCC), an active member of the Coalition, is participating in the *Screen for Life Campaign*, part of a statewide effort to educate low-income and under-served residents of Somerset County on the importance of colorectal cancer screening, while also providing information on the New Jersey Cancer Education & Early Detection (NJCEED) program. They are also working with local food banks to provide the items mentioned above, as well as fresh fruits donated by a farmer's market in Plainfield.

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Over 80 local residents recently attended an educational forum entitled “Frankly Speaking About Colorectal Cancer,” co-sponsored by coalition members Somerset Medical Center and the Wellness Community of Central Jersey. The two organizations teamed up to provide resources for early detection, treatment and support for those affected by cancer.

Mark Your Calendars!

- May 6th Press Conference on the historical steps of the courthouse in Somerville on skin cancer awareness
 - May 12th “State of the Evidence, The Connection between Cancer and the Environment” Janet Gray, PhD, faculty member and director of the Vassar College Environmental Risks and Breast Cancer Project and principle author of *State of the Evidence: The Connection Between Breast Cancer and the Environment*. (2008).
 - ‘Frankly Speaking about Melanoma,’ a new lecture series for community members at the Central New Jersey Wellness Community
 - Choose your Cover, as part of the statewide cancer screening event on July 17th (raindate July 18)
- To learn more about Somerset County activities, please contact Lucille Y-Talbot at YTalbot@co.somerset.nj.us or 908-203-6077. Visit www.co.somerset.nj.us/Health/ccc_index.htm.

Sussex Sponsors “Hands of Hope” for a Tobacco Free World Campaign



The Sussex County Cancer Coalition’s Lung Cancer Workgroup is participating in a nationwide, collaborative art project to increase awareness of the use of tobacco and how it affects peoples lives and the lives of those they love. The Coalition is collecting hands from across Sussex County in an effort to make a clear statement for the continued need for tobacco prevention, education and treatment in our country.

Community members are invited to draw their hand and add inside a message, poem, or picture to share with NJ state legislators. Later this spring, members of the Coalition will present the collage of hands, together

with other county groups, to surround the Legislative building in Trenton with messages of support and the need for tobacco prevetion and education funding to continue.

Planning is also underway for numerous activities related to skin cancer awareness and education, including, but not limited to, Choose Your Cover on July 17th. Watch for details of summer activities in the June newsletter!

For more information, please contact Helen Homeijer at HHomeijer@sussex.nj.us or 973-579-0370. Visit www.sussexagainstcancer.org.

Union Teams Up to Coordinate Regional Oral Cancer Events

The Union County Cancer Coalition (UCCC) is actively involved in planning and organizing the fourth annual New Jersey Oral Cancer Screening Event and the second annual Oral Cancer Prevention Walk.

These two events will take place

simultaneously in Union County on Sunday, May 16th at Rahway Park in Rahway.

Plans are well underway to build upon the success of the past three years! For the past three years, the Union County Coalition has partnered

with the Oral Cancer Consortium and other northern New Jersey County Cancer Coalitions, namely Morris, Hudson, Passaic and Bergen.

Thanks and appreciation go to Dr. Richard Olin, Chair of the Dental Division, Robert Wood Johnson University Hospital at Rahway, who has taken a major role in planning and organizing this year's Event and Walk. Under his leadership, a variety of activities have been coordinated to take place simultaneously at the hospital, including continuing education programs for dentists related to oral cancer, public lectures and oral cancer screenings.

Over 100 people were screened in the county's April 2009 Event, and two were found with oral health conditions needing follow-up. With extensive marketing support from Robert Wood Johnson University Hospital at Rahway, continuing education programs to raise awareness with local dentists, public lectures and other efforts, the Coalition is looking forward to increasing the number of participants for the 2010 events.

For more information, please contact Bill Bullock at Bbullock20@aol.com or 201-523-0578. Visit www.uniontownship.com/web/index.html.

Why does the Office of Cancer Control and Prevention choose the Starfish as part of its logo?

There was a young man walking down a deserted beach just before dawn. In the distance he saw a frail old man. As he approached the old man, he saw him picking up stranded starfish and throwing them back into the sea.

The young man gazed in wonder as the old man again and again threw the small starfish from the sand to the water. He asked, "Old man, why do you spend so much energy doing what seems to be a waste of time." The old man explained that the stranded starfish would die if left in the morning sun. "But there must be thousands of beaches and millions of starfish!" exclaimed the young man. "How can you make any difference?" The old man looked at the small starfish in his hand and as he threw it to the safety of the sea, he said, "It makes a difference to this one!"

-Author Unknown

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It is also available online on our website at www.njcancer.gov

We welcome reader comments and submissions of OCCCP-related articles and photographs.

To submit comments or materials, please contact:

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